Abstract

A computer system manages a network of electronic advertising billboards through a wireless telecommunications system. The electronic billboard management

5   system is comprised of a web-site supported by a global computer network. This website communicates with the network of electronic billboards via wireless telecommunications.

Once the purchaser has logged in to the website, he or she has access to the Purchase Advertising System, Upload Advertising System, the Account Support System,

10   and the Advertising Design System. Using the Purchase Advertising System, a purchaser can select the number of electronic billboards, the geographic areas, and the times in which he or she wishes to advertise. The Advertising Design System is a graphics art computer program that can create a variety of still or animated images. Once a purchaser has created an advertisement, he will then access the Upload Advertising System to place

15   his or her advertisements into action.